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FOR IMMEDIATE RELEASE

SUBARU CROSSTREK® EXPANDS SAFETY ROSTER WITH STARLINK™ SAFETY & SECURITY FEATURES AND BLIND SPOT DETECTION / REAR CROSS TRAFFIC ALERT

- Revised front styling
- New SUBARU STARLINK™ Safety & Security features
- New Blind Spot Detection / Rear Cross Traffic Alert system
- New STARLINK Cloud Applications
- IIHS Top Safety Pick+ with EyeSight® Driver Assist Technology

CHERRY HILL, NJ -- Subaru of America, Inc. continues to bolster the safety credentials the Crosstrek, the popular and roomy compact crossover that has also received freshened front styling for 2016. The 2016 Crosstrek offers new SUBARU STARLINK™ Safety & Security features and the Blind Spot Detection / Rear Cross Traffic Alert system, which also includes Lane Change Assist.

The Subaru Crosstrek sports a more refined look for 2016, with a redesigned black grille and chrome accents, new headlights and front bumper and fog light covers with chrome accent trim. The 2016 Crosstrek also features new interior refinements, including new STARLINK Cloud Applications to expand music and information sources.

Newly available STARLINK Safety & Security features technologies employ connected services to provide Crosstrek owners with the added peace of mind from such benefits as SOS Emergency Assistance, Automatic Collision Notification, Monthly Vehicle Health Report and Diagnostic Alerts, Remote Lock/Unlock and Stolen Vehicle Recovery Service.

The new safety technologies for 2016 follow on the heels of the brand's award-winning EyeSight® Driver Assist Technology introduced for 2015. When equipped with EyeSight®, the

Crosstrek earned the Top Safety Pick+ rating and a “Superior” rating for frontal crash prevention from the Insurance Institute for Highway Safety (IIHS). EyeSight® includes Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning and is available for the 2.0i Premium and 2.0i Limited trims.

The versatile, fun-to-drive Crosstrek combines bold 5-door design, a highly capable chassis, high fuel economy and in-demand multimedia features. The Crosstrek models are powered by a 148-horsepower 2.0-liter BOXER engine, paired with a 5-speed manual transmission or the available Lineartronic® CVT (continuously variable transmission).

Standard Symmetrical All-Wheel Drive, high ground clearance (8.7 inches), 17-inch alloy wheels and ample room for passengers and cargo make the Subaru Crosstrek a high-capability crossover. It’s one of the most fuel-efficient all-wheel-drive crossover utility vehicles in America, delivering EPA-estimated 34-mpg highway fuel economy – comparable to smaller crossovers.

More Refinements for 2016

Subaru offers three versions of the gasoline Crosstrek: 2.0i base trim, 2.0i Premium and 2.0i Limited with additional amenities and user technology. (The Crosstrek Hybrid is covered separately in this press kit.) Refinements for the 2016 2.0i base trim include new standard 17-inch alloy wheels, an illuminated front console storage tray, and steering wheel audio and Bluetooth® switches. The 2.0i Premium also gains interior refinements for 2016, including a leather-wrapped steering wheel and shift handle (for manual or CVT), and orange stitching on both the steering wheel and cloth upholstery.

New Safety Technology

Both the 2.0i Premium and 2.0i Limited offer the Blind Spot Detection/Rear Cross Traffic Alert system, which includes Lane Change Assist, as an option for 2016. That system is standard on the 2.0i Limited, which also exclusively offers the new STARLINK Connected Services.

Two STARLINK packages are available and are among the most affordable in the industry. The STARLINK Safety Plus package, which is complimentary for the first year and \$99 per year after that, includes SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts. For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

EyeSight® continues as an option for the Premium and Limited trims and also comes with Steering-Responsive Fog Lights. This feature, which works when the fog lights are turned off, activates the left or right fog light independently, depending on vehicle speed and steering angle, to provide enhanced illumination in the direction of the turn. The fog lights are pre-aimed for maximum coverage in corners.

Upgraded STARLINK Multimedia

The STARLINK Multimedia systems introduced for the 2015 add more capability for 2016 with the addition of new STARLINK Cloud Applications, including Calendar, Stitcher™, Music Player, News and Weather that join iHeart® Radio. The standard STARLINK 6.2" Multimedia system in the 2.0i and 2.0i Premium trims provides a multitude of music and information sources, all through a 6.2-in. multi-function touch screen display with single-touch gesture control. The display also functions for the standard Rear Vision Camera.

STARLINK 6.2" integrates AM/FM stereo and HD Radio®; Radio Data Broadcast System; single-disc in-dash CD player; Subaru STARLINK smartphone integration with Aha™ Infotainment, Pandora® and STARLINK Cloud Applications; Bluetooth® hands-free phone connectivity and audio streaming; iPod® control capability and iTunes® Tagging capability, a USB port and aux. input jack, and four speakers (six speakers on Premium).

The STARLINK 7.0" system standard for the 2.0i Limited trims works through 7-inch touch screen display with multi-touch control that offers swipe and scrolling gesture control. This system offers 6-speaker audio and all of the features of the base system plus voice-activated controls; SiriusXM® All Access Radio and Travel Link® (subscriptions required); a vehicle information display; SMS text messaging, iTunes® Tagging capability and dual USB ports.

Optional for the Limited, the STARLINK 7.0" Multimedia Navigation system can be controlled with voice commands. This option expands content with SiriusXM Traffic® (subscriptions required for SiriusXM® products).

Built for Everyday Driving and Rugged Action

The Crosstrek looks the part of a rugged crossover and backs up its appearance with proven Subaru capability. Black side and wheel-arch cladding, rocker spoiler and roof rails provide a rugged contrast to the body color. The raised ride height, body-color roof spoiler and unique-design 17-inch wheels bolster the Subaru Crosstrek model's go-anywhere stance and attitude. Dark-tint privacy glass is standard.

With raised four-wheel independent suspension, the model's 8.7 inches of ground clearance is higher than for most other crossovers and even some dedicated SUVs, yet the Crosstrek offers a comfortably low step-in height. High-strength suspension components enhance agility, and hydraulic engine mounts (with CVT) help to damp out vibration. The double-wishbone rear suspension features pillow ball bushings for an optimal blend of ride comfort, straight-line stability, handling agility and vehicle response.

Both the standard 5-speed manual transmission and the CVT include the Subaru Incline Start Assist feature, which can briefly hold the vehicle while the driver pulls away from a stop on a hill. Available for the Premium and standard on the Limited, the Subaru Lineartronic[®] CVT provides infinite variability between the highest and lowest available ratios. With either transmission, a standard ECO gauge helps the driver to operate the vehicle as economically as possible.

The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. A 6-speed manual mode with steering wheel paddle shifters allows the driver to control the transmission via six pre-set ratios. The transmission also allows "second gear" starts in order to limit the likelihood of wheel spin on slippery surfaces.

2.0-liter DOHC BOXER Engine

The 2.0-liter Subaru BOXER engine's long-stroke configuration enhances torque across the engine speed range. A dual overhead camshaft (DOHC) configuration features Dual Active Valve Control System (DAVCS) – variable valve control for both intake and exhaust valves – that also optimizing torque delivery. The engine produces 148 hp at 6,200 rpm and 145 lb-ft of peak torque at 4,200 rpm. Electric power steering reduces draw on engine power and features a quick steering ratio for 2.8 turns lock to lock.

Practicality Meets Comfort in a Roomy Package

A 103.7-inch wheelbase yields impressive interior roominess in the Subaru Crosstrek, including 35.4 inches of rear seat legroom. With the standard 60/40 split rear seatbacks folded, this versatile five-door crossover provides a flat load floor and up to 51.9 cubic feet of carrying space. Three golf bags or a large baby stroller can be easily loaded. The Premium trim outfits the cargo area with a retractable and removable shade-type cover, along with a removable waterproof cargo tray. Subaru dealers offer a number of accessories for the standard roof rails for carrying items such as bicycles and kayaks.

The sporty instrument panel and 3-spoke steering wheel are augmented in all Crosstrek models by a multi-function display with a trip computer located in the center of the dashboard. Soft-touch materials for the dashboard, door trim and center console armrest provide a high-quality feel. Front seats are optimized for a rear-end collision and feature tilt-adjustable head restraints for comfort. Large door pockets can hold plastic drink bottles and maps, and numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players.

Subaru Value in Three Trim Lines

The Crosstrek upholds the Subaru tradition of outstanding value, with the 2.0i base trim including as standard a tilt/telescoping steering wheel with audio and Bluetooth® control switches; power windows, door locks and side mirrors; multi-function display with fuel economy information; security system with engine immobilizer; outside temperature gauge, and carpeted floor mats.

The Premium adds a number of additional features, notably the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer), body-color exterior mirrors, cargo area enhancements and upgraded interior trim.

In addition to featuring the Lineartronic CVT as standard, the Subaru Crosstrek Limited adds leather-trimmed upholstery, automatic climate control, auto on/off headlights and a rear seat armrest with dual cup holders. The Limited exclusively features an insulation-glass windshield for a quieter ride, an upgraded instrument cluster with LCD color display and exterior mirrors with integrated turn signals. The Limited's standard Welcome Lighting automatically activates cabin illumination and exterior lights as the driver approaches or departs the vehicle.

Standard Symmetrical All-Wheel Drive

Subaru offers two versions of Symmetrical All-Wheel Drive in the Crosstrek. With the 5-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute torque 50:50 front to rear. Slippage at either set of wheels will send more torque to the opposite set.

Models equipped with the Lineartronic® CVT feature the Active Torque Split version of Symmetrical AWD. An electronically managed continuously variable transfer clutch actively manages torque distribution based on acceleration, deceleration, and available traction. The Active Torque Split system automatically transfers up to 100 percent of the torque to the wheels with the best grip should slippage occur.

Vehicle Dynamics Control (VDC) combines stability and traction control functions and integrates a rollover sensor. A VDC “Off” switch is useful for driving out of slushy roads, deep snow or gravel. The “Off” position deactivates the system’s torque-reduction control, while the antilock and traction control remain active. The traction control works to augment Symmetrical All-Wheel Drive functionality as a second line of defense against wheel slip.

Subaru Safety

The Crosstrek is built on the Subaru’s Ring-shaped Reinforcement Frame body structure, which has been proven in more than a decade of use. The roof is strong enough to bear at least four times the vehicle’s own weight. Front-end structural details help to bolster safety for pedestrians.

Inside, the Subaru Crosstrek fills out its safety roster with a driver’s knee airbag, standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. Dual-stage deployment front air bags use sensors to determine front airbag deployment strength for optimal occupant protection. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

In emergency braking, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. The Brake Override system ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Subaru of America, Inc. offers a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit media.subaru.com.

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